

# Andrew Lee

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## SKILLS

Copywriting, SEO / SEM Marketing, Content Marketing Certification (HubSpot), Email Marketing Certified (HubSpot), Blogging, Wordpress Development, CRM Development

## EXPERIENCE

### **Andrew Lee Consulting, New York, NY - Consultant (2016 - PRESENT)**

- Develop marketing & sales strategies for small businesses, including content strategy, landing page development, website copy and email marketing

### **Midtown Lumber Mart, New York, NY - Marketing Manager (2013 - 2016)**

#### ***Devised all facets of marketing program for consumer and B2B markets:***

- Wordpress website development; wireframing, designing, front-end developing and copywriting content
- Executed successful email marketing campaigns using Constant Contact; designed templates, wrote copy and analyzed results
- Implemented SEO strategy for websites; on-page SEO, online review management, image compression, inserting Structured Data
- Managed Google Adwords Campaigns with focus on Long Tail Keywords

### **Think Work Media, New York, NY - Digital Strategist (2011 - 2013)**

- Collaborated with President to streamline web development processes
- Created SOWs and budgets for web and marketing projects
- Designed wireframes based on consulting sessions with clients using MockFlow
- Tracked project budgets and timelines using Basecamp & Harvest Time Tracker
- Coded HTML & CSS for various Wordpress & BigCommerce websites

### **Restaurant Experience**

- **Osteria Cotta, New York, NY - Barback/Wait Staff (2011)**
- **The Water Club Restaurant, New York, NY - Wait Staff (2010 - 2011)**

## EDUCATION

### **NYU SCPS, New York, NY - Certificate in Digital Marketing (2015 - 2016)**

Coursework: Digital Strategies for Marketing, Digital Analytics, Writing Across Media, SEM/SEO Marketing, Ecommerce Development

### **Quinnipiac University, Hamden, CT - B.A. Public Relations (2006 - 2010)**

Minor: Marketing

## PROGRAMS

Wordpress, Google Analytics, Google Search Console, Google Adwords, Google Keyword Planner, Screaming Frog, Constant Contact, MailChimp, Hootsuite, Basecamp, Insightly CRM, Zoho CRM, Zoho Creator, Quickbooks Online, Freshbooks, Windows Office - Excel, Word, and PowerPoint